



## **WildTangent Receives Award for Outstanding Achievement in Online Advertising**

*WildTangent, Moxie Interactive and Artix Entertainment Selected as Winners of “Best Movie Interactive Application” by Internet Advertising Competition Awards*

**REDMOND, Wash. – March 25, 2008** –WildTangent, Inc., the fastest growing online game property in the world, today announced it received an award from the 2008 Interactive Advertising Competition (IAC) Awards in the “Best Movie Interactive Application” category. Moxie Interactive and Artix Entertainment were also recognized for their collaboration with WildTangent on the in-game advertising campaign in promotion of the FoxWalden fantasy film, *The Seeker*. The IAC Awards are presented by the Web Marketing Association to honor excellence in online advertising, and are based upon creativity, use of medium, innovation, copywriting and design.

To create the winning campaign, WildTangent partnered with Moxie Interactive, Artix Entertainment and FoxWalden to drive a full-scale campaign for FoxWalden’s hit fantasy film, *The Seeker*. Aiming to reach the younger segment of today’s 200 million online gamers, FoxWalden sought innovative in-game advertising strategies to build interest in the upcoming film and increase box office sales for the movie upon its release in October 2007. Leveraging placement in Artix Entertainment’s runaway hit online game, AdventureQuest, FoxWalden successfully reached a hard-to-reach group of young consumers by incorporating a combination of in-game brand placement, and integration of the movie’s storyline and characters within AdventureQuest. The campaign provided the highest return of any other promotional campaign for the film.

“This campaign was exemplary of our commitment to work with advertisers to deliver unprecedented immersion into game play while delivering real value to gamers,” said Dave Madden, executive vice president of sales, marketing and business development at WildTangent. “Research has proven that gamers are very receptive to in-game advertising when they get something in return. In this case, we worked with Moxie Interactive and FOX Walden to weave exclusive new content based on the movie into the AdventureQuest world. Players were clamoring to participate and engage this branded experience, which is what marketers dream of.”

### **About WildTangent**

Founded in 1998, WildTangent is the fastest growing online game property in the world with 11.5 million unique monthly gamers (comScore – July 2007) offering hundreds of the most popular online and downloadable games from the world’s top developers and publishers including its own WildStudios which publishes Polar Bowler, Penguins, Fate and many more.

The WildTangent Games Console ships directly on the desktops of leading PC manufacturers including Dell, HP, Gateway and Toshiba, representing more than 25 million new consumer PCs annually in North America. Gamers of all ages and demographics play more than 250 million game sessions a month across the WildTangent game network.

For more information visit [www.wildgames.com](http://www.wildgames.com).

**About Web Marketing Association**

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, PR, and top web site design professionals who share an interest in improving the quality of online advertising, internet marketing, and website promotion.

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